



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Chief Deputy Director

313 North Figueroa Street, Room 806
Los Angeles, California 90012
TEL (213) 240-8117 • FAX (213) 975-1273
www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

Gloria Molina
First District

Mark Ridley-Thomas
Second District

Zev Yaroslavsky
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

March 4, 2011

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

A handwritten signature in black ink, appearing to read "Jonathan E. Fielding".

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO
EXECUTE AN AMENDMENT TO THE KCBS SOCIAL MARKETING, INC.
AGREEMENT FOR THE PERIOD EFFECTIVE UPON EXECUTION BY
BOTH PARTIES THROUGH JUNE 30, 2011**

This is to notify you that I am exercising the delegated authority approved by your Board on September 9, 2008, to execute amendments to the agreement with KCBS Marketing, Inc. (KCBS) Agreement Number PH-000569 to amend the scope of work, subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board. In addition, I am restoring the maximum obligation of the KCBS Agreement to its originally Board-approved amount of \$800.00.

Under this delegated authority, I will amend the KCBS agreement to add additional social marketing services to the scope of work, effective upon execution by both parties through June 30, 2011. Funding for this amendment is fully offset by the following: the Centers for Disease Control and Prevention (CDC) funds in the amount of \$225,000, the California State AIDS Drugs Assistance Program (ADAP) funds in the amount \$175,000, and the Cy Pres - Utility Users Tax Settlement funds in the amount of \$150,000. This funding restores the maximum obligation to the amount of \$800,000 as originally approved by your Board on September 9, 2008, for the term of July 1, 2010 to June 30, 2011.

On September 10, 2009, I notified your Board that due to major funding reductions in the fiscal year 2009-10 State budget to Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS) programs and services, the KCBS Agreement was reduced from \$800,000 to \$200,000 annually. On October 7, 2010, I notified you that I was exercising delegated authority approved by your Board to amend the KCBS Agreement to add funding received from the CDC in the amount of \$50,000, thereby increasing the maximum obligation from \$200,000 to \$250,000 annually through

June 30, 2011. Since that time, additional from the CDC funds and unobligated ADAP funds have been identified to support HIV/AIDS and STD awareness activities and a social marketing campaign focusing on prevention.

In addition to these funds, one-time Cy Pres – Utility Users Tax Settlement funds which were included in DPH's FY 2010-11 Final Adopted Budget have been identified to support a social marketing campaign designed to reduce the incidence of chlamydia and gonorrhea in young women (under 26 years of age) of color through the widespread promotion of available STD screening services and STD home specimen collection kits. The campaign will utilize billboards, bus advertising, palm cards, and other media outlets. The purpose of the campaign is to motivate the target population to seek STD services and change risk-taking behavior(s) that can lead to STD infection.

County Counsel has reviewed and approved this amendment as to form. County Counsel and the CEO have reviewed and approved this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF: kah:ar
DA #01730

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors